

Facebook Ads Funnel

Work Them Down the Funnel!

The goal is to work customers down your sales funnel and “warm” them up to your brand/product in the process.

- 1) First make the customer aware and interested in what you are offering.
- 2) Second retarget these warm customers, provide value, build trust, and collect leads!
- 3) Finally retarget and convert the lead into a sale!

FACEBOOK SALES FUNNEL

1. Brand Awareness

Post ENGAGING and SHAREABLE content!

Images, Videos, Infographics, How To's, Funny or Inspiring Content!

GOAL = ATTRACT

2. Traffic & Conversion

Retarget these WARM audiences. Provide something FREE in exchange for their email (coupons, contests, eBooks).

Market OFFERS and PROMOTIONS that appeal to your visitors.

GOAL = Increase Interest & Capture Leads

3. New Customer

Provide customer service, answer questions, continue to offer value.

GOAL = SALES



What is Your Funnel's Goal?

No matter what your sales funnel is leading to, you need to identify your end goal!

This can include:

- Newsletter or Webinar Signup
- Service or Physical Product Sale
- Growing your Email List
- Increasing Website Traffic
- Promote an Event

What is Your Funnel's Goal?

Not many people go from ZERO to SALE instantly... so you need to WARM the user up first and build an online relationship with them by:

- Building your brand awareness and sharing your product/service benefits.
- Providing value for free (for example, we offer a [FREE MARKETING COURSE](#) to capture leads).
- Capturing leads via a lead magnet/giveaway. The lead can simply be a user who visited your website and lives in your Facebook custom audience which you can retarget in future ads... or the lead can be an email address which you can contact/upsell/remarket again and again!
- Retargeting this lead to convert into a sale (or whatever your goal is).

Split Test

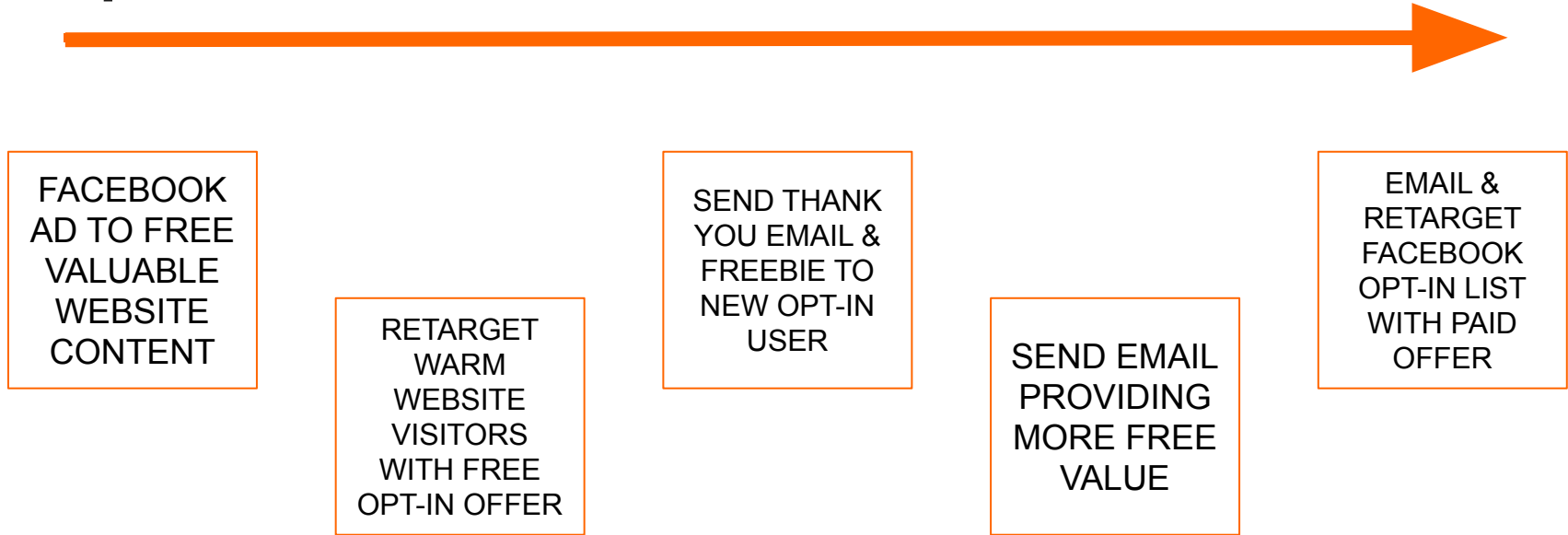
When I say split test throughout this course I mean literally split test separate campaigns, ad sets, ads, images, text, EVERYTHING, one variable at a time!

Remember Biology class in high school? To test any hypothesis you need to compare a single variable (the test group) versus another single variable (the control group). Then you can view the results and see which variation worked more in your favor. So for Facebook ads, this means optimizing for your key metric (i.e. lowest cost per lead, or lowest cost per click, or most conversions, etc.)

Split test EVERYTHING! Facebook Ad Objectives, Detailed Targeting, Ad Copy, Ad Images/Videos!

PRO TIP: Make sure to test only **ONE variable** at a time in each ad campaign, ad set, or ad so you can clearly determine which variation equaled the best results!

Split Test Facebook Funnels

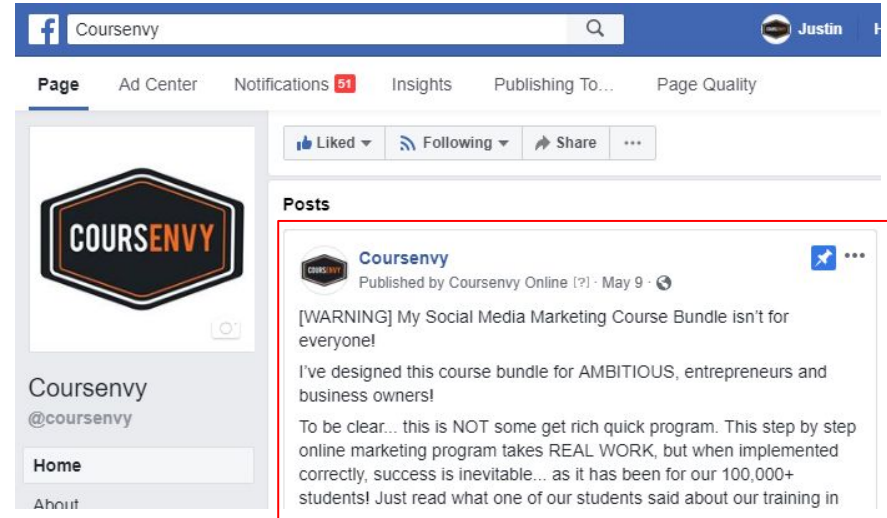


This is my most common funnel. You can add steps as you like to further optimize your own funnel. Typically you should have multiple funnels and lead capture pages and offers that you can split test to see what your customers prefer.

My #1 Facebook Funnel

For my Facebook funnel example, I like to start with a great **PILLAR BLOG POST** (a 1,000+ word blog post giving immense value in your niche).

I will paste the intro of the blog post into the Facebook Traffic Objective's ad copy (make sure to finish with a strong call to action and/or a final sentence leaving the reader wanting more!



My #1 Facebook Funnel

Next, I retarget the users that visited my website via Custom Audiences. Retargeting just means showing an ad to someone who has already engaged with your content (i.e. visited your website, watched a Facebook video, subscribed to your email list, etc.)

I do retargeting via Facebook Custom Audiences and the Facebook Pixel. With the [Facebook Pixel installed](#) on my website, I can track visitors and then create Custom Audiences of those users who visited specific URLs of my website (and many more cool Custom Audiences, such as email lists, content engagement, and more!)

To create a Facebook Custom Audience, just login to your Ads Manager account (business.facebook.com) and select the **AUDIENCES** option in the top left menu.

Navigate to Your Audiences Page



Audience

Coursenvy.com Ad Account (5... 

Create Audience 

Columns 

☒ All Audiences

Filter

Status 

Type 

Availability 

Source 

☐	Name	Type	Size	Availability	Date Created	Sharing
☐	CA - WC - MMB LP - 180 Days	Custom Audience Website	Pending Size Not Yet Available 	 Ready Last edited 07/06/2020 11:57 AM	07/06/2020 11:57 AM	--
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Pending Size Not Yet Available 	 Ready Last edited 07/06/2020 10:25 AM	07/06/2020 10:25 AM	--
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website	Pending Size Not Yet Available 	 Ready Last edited 07/06/2020 10:24 AM	07/06/2020 10:24 AM	--
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic 	 Ready Last edited 07/01/2020 2:07 PM	07/01/2020 2:07 PM	--
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - lear...	3,300,000	 Ready Last edited 06/24/2020 5:42 PM	06/24/2020 5:42 PM	--
☐	CA - WC - CE-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000 Low website traffic 	 Ready Last edited 06/24/2020 3:29 PM	06/24/2020 3:29 PM	--
☐	CA - WC - CE-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000 Low website traffic 	 Ready Last edited 06/25/2020 4:46 PM	06/23/2020 4:46 PM	--
☐	CA - WC - ceBUNDLEpurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic 	 Ready Last edited 06/22/2020 11:39 AM	06/22/2020 11:39 AM	--
☐	CA - WC - learnCEpurchased (BUYERS-all) - 180 Days	Custom Audience Website	Below 1000 Low website traffic 	 Ready Last edited 06/22/2020 11:37 AM	06/22/2020 11:37 AM	--
☐	CA - WC - modMBA LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic 	 Ready Last edited 06/29/2020 10:43 AM	05/26/2020 10:43 AM	--
☐	CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic 	 Ready Last edited 05/26/2020 9:00 AM	05/26/2020 9:00 AM	--
☐	CA - WC - modMBA-freePurchased - 180 Days	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 05/26/2020 9:00 AM	05/26/2020 9:00 AM	--



Navigate to Your Audiences Page

Home

Grid

Plus

Audience

Advertise

Ad Account Settings

Ads Manager

Audiences

Automated Rules

Creative Hub

Analyze and Report

Ads Reporting

Analytics

Attribution

Audience Insights

Brand Collabs Manager

Experiments

Coursenvy.com Ad Account (5...)

Columns

	Type	Size	Availability	Date Created	Sharing
IMB LP - 180 Days	Custom Audience Website	Pending Size Not Yet Available ⓘ	Ready Last edited 07/06/2020	07/06/2020 11:57 AM	--
IMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Pending Size Not Yet Available ⓘ	Ready Last edited 07/06/2020	07/06/2020 10:25 AM	--
IMB LP - 7 Days	Custom Audience Website	Pending Size Not Yet Available ⓘ	Ready Last edited 07/06/2020	07/06/2020 10:24 AM	--
modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 07/01/2020	07/01/2020 2:07 PM	--
% - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - lear...	3,300,000	Ready Last edited 06/24/2020	06/24/2020 5:42 PM	--
E-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 06/24/2020	06/24/2020 3:29 PM	--
E-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 06/25/2020	06/23/2020 4:46 PM	--
eBUNDLEpurchased - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 06/22/2020	06/22/2020 11:39 AM	--
CA - WC - learnCEpurchased (BUYERS-all) - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 06/22/2020	06/22/2020 11:37 AM	--
CA - WC - modMBA LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 06/29/2020	05/26/2020 10:43 AM	--
CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic ⓘ	Ready Last edited 05/26/2020	05/26/2020 9:00 AM	--

Audience

Coursenvy.com Ad Account (5...

Create Audience

Columns

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

Click the
"Create
Audience"
button

	Name	Type	Size	Availability	Date Created	Sharing
☐	CA - WC - MMB LP - 180 Days	Custom Audience Website	Pending Size Not Yet Available ⓘ	Ready Last edited 07/06/2020	07/06/2020 11:57 AM	--
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Pending Size Not Yet Available ⓘ	Ready Last edited 07/06/2020	07/06/2020 10:25 AM	--
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website	Pending Size Not Yet Available ⓘ	Ready Last edited 07/06/2020	07/06/2020 10:24 AM	--
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 07/01/2020	07/01/2020 2:07 PM	--
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - lear...	3,300,000	Ready Last edited 06/24/2020	06/24/2020 5:42 PM	--
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☐	CA - WC - modMBA LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 06/29/2020	05/26/2020 10:43 AM	--
☐	CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic ⓘ	Ready Last edited 05/26/2020	05/26/2020 9:00 AM	--
☐	CA - WC - modMBA-freePurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	Ready Last edited 05/22/2020	05/22/2020 9:28 AM	--
☐	CA - WC - learnCE (ALL) - 14 Days	Custom Audience Website	1,300 ⓘ	Ready Last edited 05/15/2020	05/15/2020 3:06 PM	--
☐	CA - WC - learnCE (ALL) - 30 Days	Custom Audience	1,800 ⓘ	Ready	05/05/2020	--



Create Audience ▼

Custom Audience

Lookalike Audience

Special Ad Audience

Saved Audience

▼

Type

▼

Availability

▼

Source

Select
"Custom
Audience"

Columns ▼

☐	Name	Type	Size	Availability	Date Created	Sharing
☐	CA - WC - MMB LP - 180 Days	Custom Audience Website	Pending Size Not Yet Available ⓘ	● Ready Last edited 07/06/2020	07/06/2020 11:57 AM	--
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Pending Size Not Yet Available ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:25 AM	--
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website	Pending Size Not Yet Available ⓘ	● Ready Last edited 07/06/2020	07/06/2020 10:24 AM	--
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 07/01/2020	07/01/2020 2:07 PM	--
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - lear...	3,300,000	● Ready Last edited 06/24/2020	06/24/2020 5:42 PM	--
☐	CA - WC - CE-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/24/2020	06/24/2020 3:29 PM	--
☐	CA - WC - CE-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/25/2020	06/23/2020 4:46 PM	--
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☐	CA - WC - learnCEpurchased (BUYERS-all) - 180 Days	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 06/22/2020	06/22/2020 11:37 AM	--
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☐	CA - WC - CE (ALL) - Top 25% - 14 Days	Custom Audience Website (Advanced)	Below 1000 Low website traffic ⓘ	● Ready Last edited 05/26/2020	05/26/2020 9:00 AM	--
☐	CA - WC - modMBA-freePurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic ⓘ	● Ready Last edited 05/22/2020	05/22/2020 9:28 AM	--
☐	CA - WC - learnCE (ALL) - 14 Days	Custom Audience Website	1,300 ⓘ	● Ready Last edited 05/15/2020	05/15/2020 3:06 PM	--
☐	CA - WC - learnCE (ALL) - 30 Days	Custom Audience	1,800 ⓘ	● Ready	05/05/2020	--

Create Audience ▾

Search by name or audience ID

☒ All Audiences

Filter

Status ▾

Type ▾

Availability ▾

Source ▾

Name

CA - WC - M

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Create a Custom Audience

Use your sources



Website



Customer list



App activity



Offline activity

Use Facebook sources



Video



Instagram business profile



Lead form



Events



Instant Experience



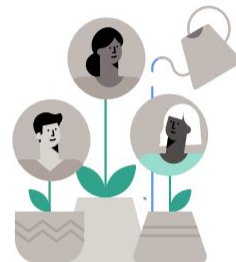
Facebook Page



Shopping



Marketplace Listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



This process is secure and the details about your customers will be kept private.

Cancel

Select the "Website Traffic" option.

Date Created ▾

Sharing ▾

07/06/2020
11:57 AM07/06/2020
10:25 AM07/06/2020
10:24 AM07/01/2020
2:07 PM06/24/2020
5:42 PM06/24/2020
3:29 PM06/23/2020
4:46 PM06/22/2020
11:39 AM06/22/2020
11:37 AM05/26/2020
10:43 AM05/26/2020
9:00 AM05/22/2020
9:28 AM05/15/2020
3:06 PM

Website

Low Website Traffic

Last edited 05/22/2020

Custom Audience
Website

1,300

● Ready

Last edited 05/15/2020

Custom Audience

1,300

● Ready

05/05/2020

Audiences

Search business

Justinmarkob

www.Coursenvy.com - Justin ...

Click this dropdown and select "People who visited specific web pages".

Create a Website Traffic Custom Audience

1 Add People to Your Audience

Show Tips

Include people who meet

ANY

 of the following criteria:

Coursenvy Traffic Pixel

All website visitors

in the past

30

days

Include More People

Exclude People

2 Name Your Audience

Name your audience

50

X

Add Description

Cancel

Back

Create Audience

	Date Created	Sharing
	04/19/2019 4:59 PM	--
	05/01/2018 10:56 AM	--
	04/27/2017 3:03 PM	--
	08/04/2016 2:29 PM	--
	08/04/2016 2:24 PM	--
	04/05/2016 7:05 PM	--
	12/04/2015 5:34 PM	--
	11/19/2015 2:16 PM	--
	11/19/2015 1:48 PM	--
	08/17/2015 3:08 PM	--
	08/15/2015 11:49 AM	--
	08/14/2015 2:21 PM	--
	08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

Create an Audience of users who visit your top of funnel content (i.e. a “PILLAR BLOG POST” which is typically a 1,000+ word blog that provides users a ton of value for free).

EXAMPLE:

www.coursenvy.com/free-backlinks

Create a Website Traffic Custom Audience

1 Add People to Your Audience Show Tips

Include people who meet **ANY** of the following criteria:

- Coursenvy Traffic Pixel
- People who visited specific web pages in the past 30 days
 - URL contains
 - www.coursenvy.com/PILLAR-BLOG-POST
 - PILLAR-BLOG-POST

[+ And also](#)

[Further refine by](#)

[Include More People](#) [Exclude People](#)

2 Name Your Audience

PILLAR BLOG POST traffic (TOP OF FUNNEL CONTENT) [Add Description](#)

[Cancel](#) [Back](#) [Create Audience](#)

I have found that tracking URLs cause errors in “URL equals” audiences. So I use “URL contains” with the full URL and the URL path.

Also make sure to name your Custom Audience for easy future identification.

fb

Ads Manager

Search business

Justinmarkob

Switch to Quick Creation

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience

Custom Audiences

Add a previously created Custom or Lookalike Audience

All

Lookalike Audience

Custom Audience

Locations

Coursenvy Facebook Page (ALL) - 365 Days

Engagement - Page

name 75% or more Coursenvy

Engagement - Video

coursenvy.com/courses

Website

Instagram bio website

Website

Coursenvy.com

Website

Age

18 - 112

Gender

All

Men

Women

Languages

Enter a language...

Detailed Targeting

Include people who match

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People

Expand detailed targeting criteria when it may increase conversions at a lower cost per conversion

Connections

Add a connection type

Save This Audience

Audience Size

Specific

Broad

Potential Reach: 230,000,000 people

Your criteria is currently set to allow detailed targeting expansion

Size: 3,200

Name: Coursenvy.com

Type: Website

18 - 112

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

Then we can retarget this warm audience via the “Custom Audience” option under the Ad Set level of your campaign.

Coursenvy®

www.Coursenvy.com

My #2 Facebook Funnel - Videos

Make sure to split test your top of funnel ad content when you are seeking to build brand awareness to a cold audience (i.e. they are new to your brand)! Don't assume they will all love the same pillar blog post. TEST TEST TEST!

I have a lot of success with **video ads** for this initial awareness/touch point with new potential customers!

Then I will retarget people who **watch over 50%** of my top of funnel video ad... YES, there is a Custom Audience for video engagement!

Create Audience ▼

Search by name or audience ID

All Audiences

Filter

Status ▼

Type ▼

Availability ▼

Source ▼

Create a Custom Audience

Use your sources



Website



Customer list



App activity



Offline activity

Use Facebook sources



Video



Instagram business profile



Lead form



Events



Instant Experience



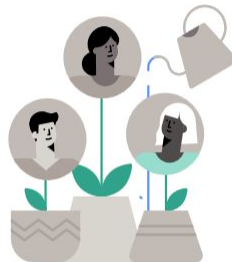
Facebook Page



Shopping



Marketplace Listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



This process is secure and the details about your customers will be kept private.

Cancel

Select the "Video"
option.

Audiences

Search business

Justinmarkob

www.Coursenvy.com - Justin ...

Select a the type of content engagement.

Create a Video Engagement Custom Audience

Engagement ⓘ

Choose a content type

Browse

In the past ⓘ

365

days

Audience Name

Enter a name for your audience

Add a description (optional)

Cancel

Back

Create Audience

	Type	Size	Availability	Date Created	Sharing
envy Facebook Page (ALL) - 365 Days	Custom Audience Engagement - Page	150,000 Not updated ⓘ	● Ready	04/19/2019 4:59 PM	--
like (AU, CA and				05/01/2018 10:56 AM	--
like (IN, 1%) - Pe				04/27/2017 3:03 PM	--
75% or more Co				08/04/2016 2:29 PM	--
male -usa -like u				08/04/2016 2:24 PM	--
envy.com/courses				04/05/2016 7:05 PM	--
☐ Instagram bio website				12/04/2015 5:34 PM	--
☐ udemy pak	Saved Audience	210,000 ⓘ	● Ready Last edited 11/19/2015	11/19/2015 2:16 PM	--
☐ Lookalike (PK, 1%) - People who like Coursenvy	Lookalike Page: Coursenvy	58,000	● Ready Last edited 11/19/2015	11/19/2015 1:48 PM	--
☐ USA - FB	Saved Audience	100,000,000 ⓘ	● Ready Last edited 08/17/2015	08/17/2015 3:08 PM	--
☐ FB marketing influencers JL	Saved Audience	240,000,000 ⓘ	● Ready Last edited 07/12/2019	08/15/2015 11:49 AM	--
☐ Top Udemy Countries - Small Business Demo	Saved Audience	570,000,000 ⓘ	● Ready Last edited 08/14/2015	08/14/2015 2:21 PM	--
☐ Coursenvy.com	Custom Audience Website	2,700	● Ready Last edited 06/13/2019	08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

Select "People who have watched at 50% of your video".

Create a Video Engagement Custom Audience

Engagement ⓘ Choose a content type Browse

In the past ⓘ

Audience Name

People who viewed at least 3 seconds of your video

People who viewed at least 10 seconds of your video

People who either completed or viewed at least 15 seconds of your video (ThruPlay)

People who have watched at 25% of your video

People who have watched at 50% of your video

People who have watched at 75% of your video

People who have watched at 95% of your video

Cancel Audience

Type	Size	Availability	Date Created	Sharing
envy Facebook Page (ALL) - 365 Days	Custom Audience	150,000	04/19/2019	--
Like (AU, CA and	Engagement - Page	Not updated ⓘ	05/01/2018	--
Like (IN, 1%) - Pe			10:56 AM	--
75% or more Co			04/27/2017	--
male -usa -like u			3:03 PM	--
envy.com/courses			08/04/2016	--
			2:29 PM	--
			08/04/2016	--
			2:24 PM	--
			04/05/2016	--
			7:05 PM	--
			12/04/2015	--
			5:34 PM	--
☐ Instagram bio website	Saved Audience	210,000 ⓘ	11/19/2015	--
☐ udemy pak			Last edited 11/19/2015	--
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☐ USA - FB	Page: Coursenvy		1:48 PM	--
☐ FB marketing influencers JL	Saved Audience	100,000,000 ⓘ	08/17/2015	--
☐ Top Udemy Countries - Small Business Demo			3:08 PM	--
☐ Coursenvy.com	Saved Audience	240,000,000 ⓘ	08/15/2015	--
			Last edited 07/12/2019	--
	Saved Audience	570,000,000 ⓘ	08/14/2015	--
			2:21 PM	--
	Custom Audience	2,700	08/05/2015	Shared with 1 ad account
	Website		5:17 PM	Justinmarkob

Select a video. Then set the number of past days you want to track these users (I like to use 90 day audiences to have a larger custom audience size for retargeting). Finally, name the audience.

	Type	Size	Availability	Date Created	Sharing
Book Page (ALL) - 365 Days	Custom Audience	150,000	Ready	04/19/2019 4:59 PM	--
CA and	Engagement - Page	Not updated		05/01/2018 10:56 AM	--
(%) - Pe				04/27/2017 3:03 PM	--
ore Co				08/04/2016 2:29 PM	--
-like u				08/04/2016 2:24 PM	--
courses				04/05/2016 7:05 PM	--
website				12/04/2015 5:34 PM	--
				11/19/2015 2:16 PM	--
				11/19/2015 1:48 PM	--
☐ Lookalike (PK, 1%) - P	Page: Coursenvy		Last edited 11/19/2015		
☐ USA - FB	Saved Audience	100,000,000	Ready Last edited 08/17/2015	08/17/2015 3:08 PM	--
☐ FB marketing influencers JL	Saved Audience	240,000,000	Ready Last edited 07/12/2019	08/15/2015 11:49 AM	--
☐ Top Udemy Countries - Small Business Demo	Saved Audience	570,000,000	Ready Last edited 08/14/2015	08/14/2015 2:21 PM	--
☐ Coursenvy.com	Custom Audience Website	2,700	Ready Last edited 06/13/2019	08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

Create a Video Engagement Custom Audience

Engagement ⓘ

People who have watched at 50% of your video

Choose videos...

Choose a content type

Browse

In the past ⓘ

90 days

Audience Name

50% watch XYZ video

Add a description (optional)

Cancel

Back

Create Audience

My #3 Facebook Funnel - Conversion

Then I retarget these warm users by selecting my Custom Audience under the AD SET level in a new Facebook Conversion Objective Campaign. I will direct the traffic toward a **lead capture page** on my website where I am offering something for free in exchange for the user to opt-in (i.e. the user exchanges their email for XYZ value proposition) .

My opt-in item (or LEAD MAGNET / GIVEAWAY) is a **FREE MARKETING COURSE**! Maybe your customers will prefer a free ebook, a coupon or free trial, a free video, free consulting, a free webinar, a free product/service, etc. Just make sure to SPLIT TEST to see what freebie is converting best for your target market!

PRO TIP: I will also split test targeting this warm custom audience with a Facebook Traffic Objective Campaign (directing traffic to that same opt-in page on my website) and a Facebook Lead Generation Objective Campaign (i.e. not forcing the users to leave Facebook for the opt-in). By split testing these three campaign objectives we can identify which objective drives the lowest cost per opt-in!



Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Everyone in this location ▼

Locations ⓘ

United States

United States

Include ▼ | Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

Suggestions

Browse

Detailed Targeting ⓘ

Exclude People

☐ Expand interests when it may increase link clicks at a lower cost per link click.

ⓘ

Connections ⓘ

Add a connection type ▼

Save This Audience



Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Reach

6,400 - 37,000 ⓘ

Link Clicks

160 - 970 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

Another great warm audience idea to test, is targeting users who LIKE your Facebook page or FRIENDS of people who like your page via the Connections option!

Audience

Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Custom Audiences ⓘ

Exclude | Create New ▼

Everyone in this location ▼

Locations ⓘ

United States

United States

Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Suggestions | Browse

Detailed Targeting ⓘ Exclude People

☐ Expand interests when it may increase link clicks at a lower cost per link click ⓘ

Connections ⓘ

Save This Audience

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Reach: 6,400 - 37,000 ⓘ

Link Clicks: 160 - 970 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Connections ⓘ

Facebook Pages ▼ ×

Friends of people who like your Page ▼

Coursenvy ×

Add another Page

My #4 Facebook Funnel - Email

Next I follow up with my email leads via an automated email sequence ([click here for more info on email automation](#)) thanking them for signing up for my free mini course and provide them with a link to the course.

Then in 2 days I follow up with another email offering more value (i.e. another pillar blog post with a ton of free value). By this point the user is very warm, trusts you, is starting to build an “online relationship” with you, and should be very happy with all this free value you provided them. At this point I will email them my course bundle for sale with a time sensitive coupon to create a sense of urgency (this will be where you promote your product or service for sale that makes sense for this specific lead). In case they open my email but got busy with life, I will also retarget this list of emails via a “HOT LEADS” custom audience in another Facebook ad campaign promoting my course for sale. You can create this new custom audience of emails via the “**Customer List**” option while creating a new custom audience on Facebook.

Create Audience ▼

Search by name or audience ID

All Audiences

Filter

Status ▼

Type ▼

Availability ▼

Source ▼

Create a Custom Audience

Use your sources



Website



Customer list



App activity



Offline activity

Use Facebook sources



Video



Instagram business profile



Lead form



Events



Instant Experience



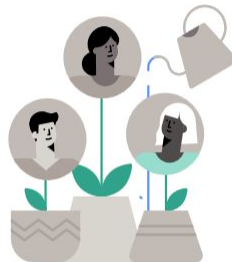
Facebook Page



Shopping



Marketplace Listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.



This process is secure and the details about your customers will be kept private.

Cancel

Columns ▼

Date Created ▼

Sharing

07/06/2020
11:57 AM

—

07/06/2020
10:25 AM

—

07/06/2020
10:24 AM

—

07/01/2020
2:07 PM

—

06/24/2020
5:42 PM

—

06/24/2020
3:29 PM

—

06/23/2020
4:46 PM

—

06/22/2020
11:39 AM

—

06/22/2020
11:37 AM

—

05/26/2020
10:43 AM

—

05/26/2020
9:00 AM

—

05/22/2020
9:28 AM

—

Website

Low website traffic

Last edited 05/22/2020

Custom Audience
Website

1,300

Ready

Last edited 05/15/2020

05/15/2020
3:06 PM

—

Custom Audience

1,000

Ready

05/05/2020

—

My Facebook Funnels - Split Testing

All along the way I am split testing campaigns, ONE variable at a time, at all three levels (objective, ad set, and ad) to optimize for my key metrics (which is typically, seeking the lowest cost per conversion).

I am also shutting off non-performing ads at each step of the funnel every 3-7 days (i.e. too expensive of ads, non-performing, etc.)

Once I find winning ads (using all the variables I tested), I will slowly scale up their budget **20-30% every 2-3 days** until I am at a daily budget I am comfortable spending. I am constantly testing ads to find more audiences and obtain cheaper results, but once you get a few of these winning ads, they truly can become **EVERGREEN** or lifelong ads for you!

Who is Your Target Market?

The only step of your funnel that can be **BROAD** is the first step (i.e. top of funnel). This is you putting your brand out there to learn more about what works, who is engaging with it, etc. Every step of the funnel thereafter must be **LASER** focused on who your target market is (not only in your ad set level targeting, but also in your ad copy)!

We are converting **COLD** traffic (they don't know you or your product) into **WARM** traffic (they've clicked or engaged with your content) and then into **SALES** (a potential lifelong customer you can upsell and remarket to again and again -- and also create **LOOKALIKE AUDIENCES** of)!

What is a Lookalike Audience?

Facebook creates your Lookalike Audience by finding new people on Facebook who are similar to your existing audiences. I love using Lookalikes for top of funnel targeting!



AudienceCoursenvy.com Ad Account (5...

Create Audience

Custom Audience

Lookalike Audience

Special Ad Audience

Saved Audience

File ID

Name

Type

Size

Availability

Date Created

Sharing

☐	CA - WC - MMB LP - 180 Days	Custom Audience Website	Pending Size Not Yet Available	Ready Last edited 07/06/2020	07/06/2020 11:57 AM	--
☐	CA - WC - MMBpurchased - 180 Days (BUYERS)	Custom Audience Website	Pending Size Not Yet Available	Ready Last edited 07/06/2020	07/06/2020 10:25 AM	--
☐	CA - WC - MMB LP - 7 Days	Custom Audience Website	Pending Size Not Yet Available	Ready Last edited 07/06/2020	07/06/2020 10:24 AM	--
☐	CA - WC - modMBAfree LP - 7 Days	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 07/01/2020	07/01/2020 2:07 PM	--
☐	LA (richC, 1%) - CL - BUYERS - learnCE (ALL)	Lookalike Audience Custom Audience: CL - BUYERS - lear...	3,300,000	Ready Last edited 06/24/2020	06/24/2020 5:42 PM	--
☐	CA - WC - CE-ultimate-bundle - 180 Days	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 06/24/2020	06/24/2020 3:29 PM	--
☐	CA - WC - CE-ultimate-bundle - 7 Days	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 06/25/2020	06/23/2020 4:46 PM	--
☐	CA - WC - ceBUNDLEpurchased - 180 Days (BUYERS)	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 06/22/2020	06/22/2020 11:39 AM	--

My best performing
LOOKALIKE
AUDIENCES are
emails lists, Custom
Audience website
traffic, and Facebook
page fans!

Create a Lookalike Audience

1 Select Your Lookalike Source ⓘ

Select an existing audience or data source

Create New Source ▼

2 Select Audience Location

Search for regions or countries

Browse

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▼



Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Cancel

Create Audience

☐	Lookalike (PK, 1%) - People who like Coursenvy	Lookalike Page: Coursenvy	58,000	● Ready Last edited 11/19/2015	11/19/2015 1:48 PM	--
☐	USA - FB	Saved Audience	100,000,000 ⓘ	● Ready Last edited 08/17/2015	08/17/2015 3:08 PM	--
☐	FB marketing influencers JL	Saved Audience	240,000,000 ⓘ	● Ready Last edited 07/12/2019	08/15/2015 11:49 AM	--
☐	Top Udemy Countries - Small Business Demo	Saved Audience	570,000,000 ⓘ	● Ready Last edited 08/14/2015	08/14/2015 2:21 PM	--
☐	Coursenvy.com	Custom Audience Website	2,700	● Ready Last edited 06/13/2019	08/05/2015 5:17 PM	Shared with 1 ad account Justinmarkob

Who is Your Target Market?

Typically the narrower the audience on Facebook, the more expensive it is to target them, so start VERY broad at the top of the funnel.

PRO TIP: Split test targeting different DETAILED TARGETING (i.e. your competitors, demographics, etc.) at the Ad Set level to see which target market drives the best results for your ads.

Facebook doesn't have ALL Facebook pages listed under Detailed Targeting. If your competitor isn't listed, no worries, just target BROADER and then create your own Custom Audiences and Lookalikes with the engagement you get from these BROAD, 1,000,000+ sized audiences!

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude Create New

Everyone in this location

Locations

United States

United States

Include Type to add more locations

Browse

Add Locations in Bulk

Age

18

-

65+

Gender

All

Men

Women

Languages

Enter a language...

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

Suggestions

Browse

Detailed Targeting

Exclude People

☐

Expand interests when it may increase link clicks at a lower cost per link click.

[?](#)

Connections

Add a connection type

Save This Audience

[?](#)

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size



Your audience selection is fairly broad.

Potential Reach 230,000,000 people

Estimated Daily Results

Reach

6,400 - 37,000

Link Clicks

160 - 970

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Who is Your Target Market?

Don't start too narrow at the top of the funnel... I'd rather you start as broad as targeting an entire country at the top of your funnel, then miss out on potential customers!

Justin Mark (1683166171...)

Ad Set Name US - 18+

Switch to Quick Creation

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude | Create New

Everyone in this location

Locations

United States

United States

Include | Type to add more locations | Browse

Add Locations in Bulk

Age

18 - 65+

Gender

All | Men | Women

Languages

Enter a language...

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

Suggestions | Browse

Detailed Targeting

Exclude People

☐ Expand interests when it may increase link clicks at a lower cost per link click.

Connections

Add a connection type

Save This Audience

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size

Specific

Broad

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Reach

6,400 - 37,000

Link Clicks

160 - 970

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

EXAMPLE:

I am only targeting the country.

NO custom audiences.

NO detailed targeting.

Perfect for the Top of Funnel (TOF) ads or for products/services you are unsure of your target market for.

This is what I call a BROAD audience size!

COURSENVY

Coursenvy®

www.Coursenvy.com

HOMEWORK: Target Market Questionnaire

Your target market is another great area to split test to see WHO are your highest converters (i.e. sales)!

Take some time to sit down and describe your **PERFECT CUSTOMER** in great detail. Ask yourself and write down... What is their age? Gender? Relationship status? Location? Hobbies? Job title? What organizations or groups they are a member of? What is their favorite TV show? What blogs do they read? What podcasts do they listen to? What Facebook pages do they like/follow? What stores do they shop at?

Customize Your Ad Copy

Target each stage of the user (are they cold, warm, or returning customers?) directly with custom ad copy!

- For example, in your warm audience retargeting ads you know certain info about the user (i.e. they navigated to your blog post), so you can mention that in your retargeting ad! Such as:

***“I hope you enjoyed my blog post on How to Sell on Amazon, but I wanted to take it one step further for you...
I want to give YOU my Amazon FBA Mastery Course for FREE!”***

Where is Your Target Market?

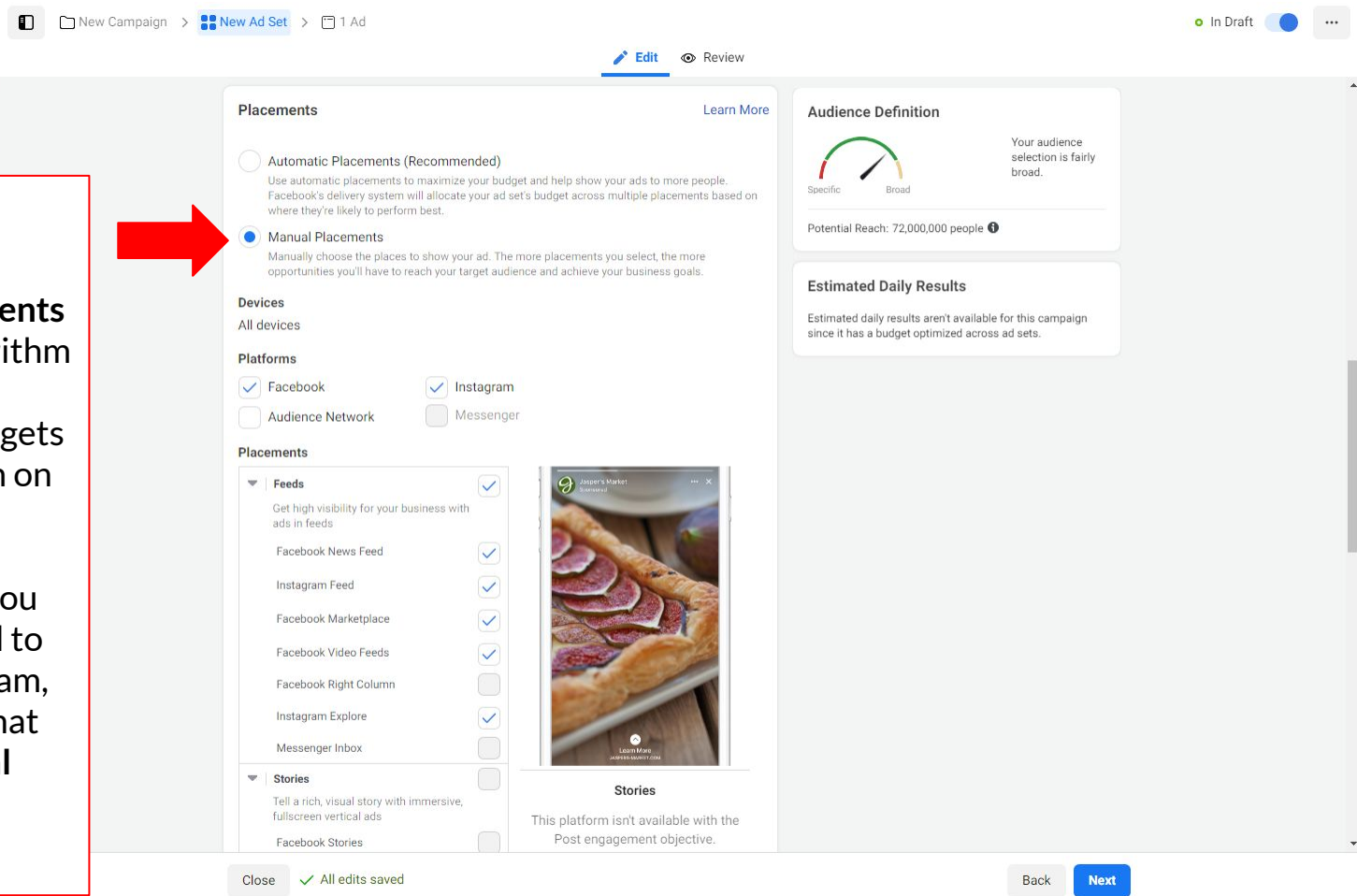
Another great area to split test in your Facebook ads is PLACEMENT.

Placement (under the **AD SET** level of your campaign creation) enables you to choose where your ads show up. Such as:

- Facebook News Feed
- Facebook Messenger
- Facebook Stories
- Instagram Feed
- Instagram Stories

I typically use **Automatic Placements** as Facebook's algorithm and user data knowledge usually gets me the best return on ad spend.

But if you know you only want your ad to display on Instagram, you can choose that here via **Manual Placements**!



New Campaign > New Ad Set > 1 Ad

Edit Review

Placements

[Learn More](#)

☐ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

☒ Facebook ☒ Instagram
☐ Audience Network ☐ Messenger

Placements

Feeds ☒
Get high visibility for your business with ads in feeds

- Facebook News Feed ☒
- Instagram Feed ☒
- Facebook Marketplace ☒
- Facebook Video Feeds ☒
- Facebook Right Column ☐
- Instagram Explore ☒
- Messenger Inbox ☐

Stories ☐
Tell a rich, visual story with immersive, fullscreen vertical ads

- Facebook Stories ☐

Stories
This platform isn't available with the Post engagement objective.

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 72,000,000 people [i](#)

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close ☒ All edits saved

Back Next

Follow the Rules

Facebook has an EVER CHANGING set of ad policies, so to prevent your Facebook ad account from being suspended, make sure to read the updated Facebook Ad Policies every quarter:

www.facebook.com/policies/ads

If your Facebook ad account is ever disabled, just contact Facebook Ad Support:

www.facebook.com/facebookadsupport

Full Facebook Funnel Example

Now let me walk you through an actual full Facebook funnel example.

Campaigns CE Clients (111087379925797... Updated just now Discard Drafts Review and Publish (3) ...										
Search Filters + Add filters to narrow the data you are seeing. Lifetime: Mar 19, 2020 – Aug 12, 2020										
Campaigns Ad Sets Ads										
+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports										
	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
	New Campaign	In Draft	Lowest cost	\$100.00 Daily	—	—	—	—	—	Ongoing
	Traffic Test	Off	Lowest cost	\$2.00 Daily	67 Link Clicks	2,833	3,392	\$0.41 Per Link Click	\$27.68	Ongoing
	Message-WBF	Off	Lowest cost	\$3.00 Daily	17 Messaging Conv...	4,092	7,701	\$2.06 Per Messaging C...	\$35.10	Ongoing
	ENG - WBF	Off	Lowest cost	\$3.00 Daily	24 Post Engagements	297	310	\$0.13 Per Post Engage...	\$3.15	Ongoing
	Eng-WBF	Off	Lowest cost	\$2.00 Daily	267 Post Engagements	1,956	2,486	\$0.16 Per Post Engage...	\$43.61	Ongoing
	Reach-WBF	Off	Lowest cost	\$5.00 Daily	— Reach	—	—	— Per 1,000 People...	—	Ongoing
> Results from 6 campaigns					—	9,028 People	13,889 Total	—	\$109.54 Total Spent	

Full Facebook Funnel Example

- First, I will split test Top of Funnel (TOF) content to BROAD (1,000,000+ potential reach) audiences and to NARROW audiences (for example, sometimes a split test AD SET targeting an ultra narrow audience of 100,000 will outperform a BROAD 1m+ for me, but I wouldn't have known if I didn't test them at this Top of Funnel testing stage!)
- For these ads, I will use a Traffic Objective and split test one variable at a time for 3-7 days at the AD SET and AD level. Things I tested include varying DETAILED TARGETING, AD TEXT COPY, and AD MEDIA (images vs video).

Search or add filters

Campaigns

Ad Sets

Ads

Create

Export

Columns: Performance

Breakdown

☐	Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent
☐	Conversions - ATC - TDC - TOF	Active	Using ad set...	Using ad set		130 Adds To Cart	31,332	49,221	\$4.04 Per Add To ...	—	—	—	\$525.6
>	Lookalike (US, 1%) - TDC - Purchas...	Active Initial learning complet	Lowest cost Conversions	\$5.00 Daily	Sep 19, 2019, 12:12 22 days ago	28 Adds To Cart	7,323	9,278	\$3.91 Per Add To ...	—	—	—	\$109.1
>	Lookalike (US, 1%) - People who li...	Active Initial learning complet	Lowest cost Conversions	\$5.00 Daily	Sep 19, 2019, 12:12 22 days ago	50 Adds To Cart	6,336	8,801	\$2.22 Per Add To ...	—	—	—	\$110.8
>	Lookalike (US, 1%) - TDC - Add to ...	Active Initial learning complet	Lowest cost Conversions	\$5.00 Daily	Sep 19, 2019, 12:12 22 days ago	21 Adds To Cart	7,670	9,916	\$5.19 Per Add To ...	—	—	—	\$108.9
>	QVC states - Cookie Butter	Inactive	Lowest cost Conversions	\$5.00 Daily	Oct 2, 2019, 4:40 PM 9 days ago	15 Adds To Cart	3,817	6,003	\$4.31 Per Add To ...	—	—	—	\$64.6
>	Lookalike (US, 1%) - TDC Instagram	Inactive	Lowest cost	\$5.00	Sep 19, 2019, 12:12	8	7,322	9,534	\$8.28	—	—	—	\$66.2

Full Facebook Funnel Example

- My goal (with eCommerce for example) is to find a balance of low cost **Per Add to Cart**, but also highly relevant ads. So as you can see I achieved the low cost per add to cart, but to see how the ads relevance was we need to expand the Ad Sets to reveal the Ads.

EXAMPLE:

At the AD SET level, I can analyze each separate Ad Set (e.g. different AUDIENCE/TARGETING) to see which one drove the best results.

>	 Lookalike (US, 1%) - TDC - Purchas...		 Active Initial learning completi	Lowest cost Conversions	\$5.00 Daily	Sep 19, 2019, 12:12 22 days ago	28 Adds To Cart	7,323	9,278	\$3.91 Per Add To ...	—	—	—	\$109.7
>	 Lookalike (US, 1%) - People who li...		 Active Initial learning completi	Lowest cost Conversions	\$5.00 Daily	Sep 19, 2019, 12:12 22 days ago	50 Adds To Cart	6,336	8,801	\$2.22 Per Add To ...	—	—	—	\$110.83
>	 Lookalike (US, 1%) - TDC - Add to ...		 Active Initial learning completi	Lowest cost Conversions	\$5.00 Daily	Sep 19, 2019, 12:12 22 days ago	21 Adds To Cart	7,670	9,916	\$5.19 Per Add To ...	—	—	—	\$108.97

Full Facebook Funnel Example

- I want the audience engaging with my ad and getting average to above average relevance scores.
- Of these 5 ads, I see 2 clear winners with great **Relevance** scores and a low **Cost per Result**.
- I will toggle off the losing campaigns and scale up the budget on the winners.

Now I am at the AD level to analyze which ad creatives performed best.

Create	Export			Columns: Performance										Breakdown
☐	Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance DI...	Engagement Rate Ranking Ad Relevance DI...	Conversion Rate Ranking Ad Relevance DI...	Amount Spent	
	Default name - Conversions - I...	Active	Lowest cost	\$5.00	Sep 19, 2019, 12:12	1	485	537	\$7.36	Average	Above average	Above average	\$7.36	
	Default name - Conversions - I...	Initial learning complete	Conversions	Daily	22 days ago	Add To Cart			Per Add To ...					
	Default name - Conversions - I...	Active	Lowest cost	\$5.00	Sep 19, 2019, 12:12	2	1,419	1,536	\$10.63	Average	Above average	Above average	\$21.21	
	Default name - Conversions - I...	Conversions	Daily		22 days ago	Adds To Cart			Per Add To ...					
	Default name - Conversions - I...	Active	Lowest cost	\$5.00	Sep 19, 2019, 12:12	—	466	496	—	—	—	—	\$5.42	
	Default name - Conversions - I...	Initial learning complete	Conversions	Daily	22 days ago	Add To Cart			Per Add To ...					
	Default name - Conversions - I...	Active	Lowest cost	\$5.00	Sep 19, 2019, 12:12	7	1,714	1,846	\$2.34	Above average	Above average	Above average	\$16.31	
	Default name - Conversions - I...	Conversions	Daily		22 days ago	Adds To Cart			Per Add To ...					
	Default name - Conversions - I...	Active	Lowest cost	\$5.00	Sep 19, 2019, 12:12	18	4,194	4,863	\$3.29	Average	Above average	Above average	\$59.21	
	Default name - Conversions - I...	Initial learning complete	Conversions	Daily	22 days ago	Adds To Cart			Per Add To ...					

Full Facebook Funnel Example

- Next, I will split test Middle of Funnel (MOF) content targeted at the Custom Audience of website traffic (i.e. people who went to my top of funnel PILLAR content page). This is a WARM audience!
- For these ads, I will use a Conversion Objective (Leads) and split test one variable at a time for 3-7 days at the AD level (since we are only targeting our Custom Audience at the AD SET level). Things I tested include varying AD TEXT COPY and AD MEDIA (images vs video).
- Analyze your ads to see which is producing the most conversions for this ad campaign.

Full Facebook Funnel Example

- My final step for the Bottom of Funnel (BOF) ad campaign, is again a Conversion Objective (Purchases). Then at the Ad Set level I will split test retargeting WARM and HOT audiences, such as Leads that opted in for my free item in the last Conversion campaign, or people who added something to their cart on the website, but didn't make a purchase.
- You want to create your TOF, MOF, and BOF campaigns all at the SAME time. Think about it... once your start getting TOF (Top of Funnel) traffic to your website, that is a warm Custom Audience to retarget via MOF (Middle of Funnel) and BOF (Bottom of Funnel) campaigns right away!

EXAMPLE:

Watch me create and optimize an ad for a client LIVE:

<https://www.youtube.com/watch?v=il7Ry8v8xSw>

**Now Go Create Your
Facebook Ads Funnel!**

